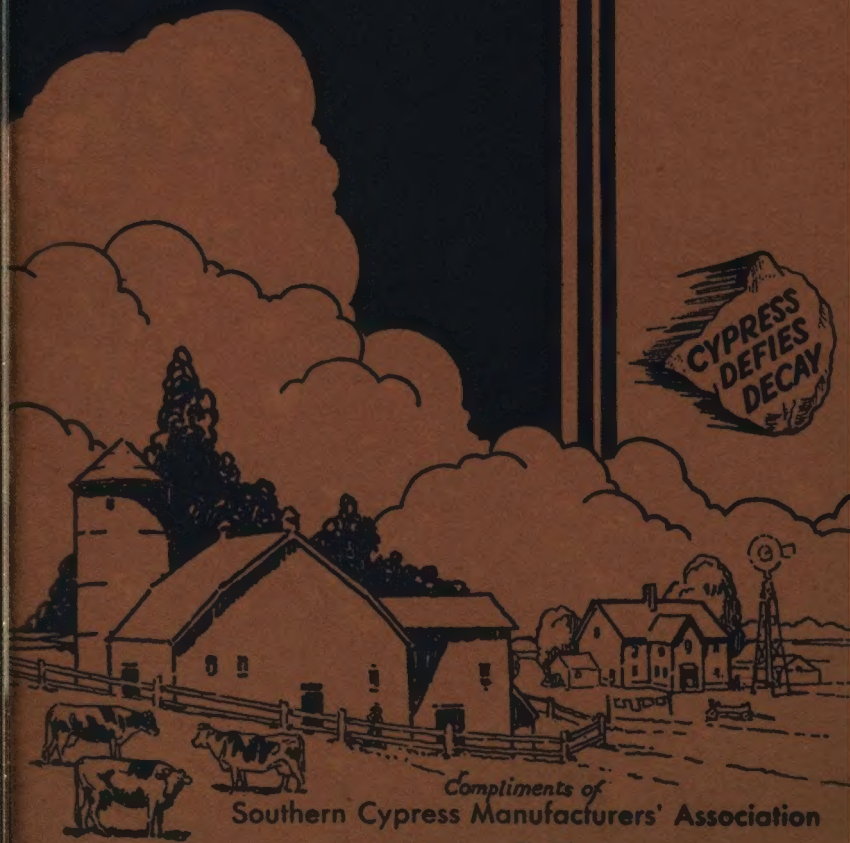


Tide Water Red **Cypress**

The Wood Eternal

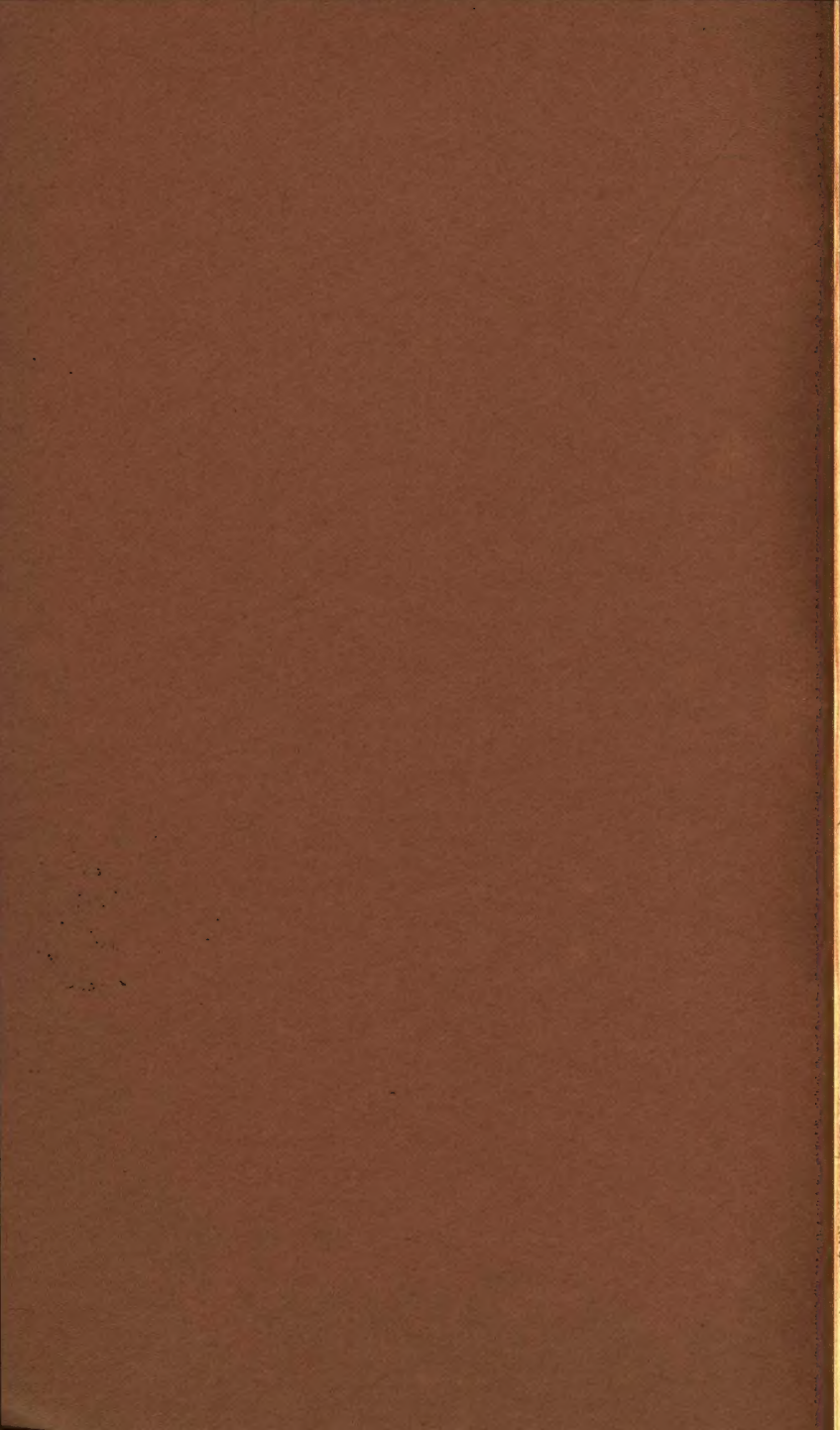
**ALL PURPOSE
FARM LUMBER**

**CYPRESS
DEFIES
DECAY**



Compliments of
Southern Cypress Manufacturers' Association

Jacksonville, Florida

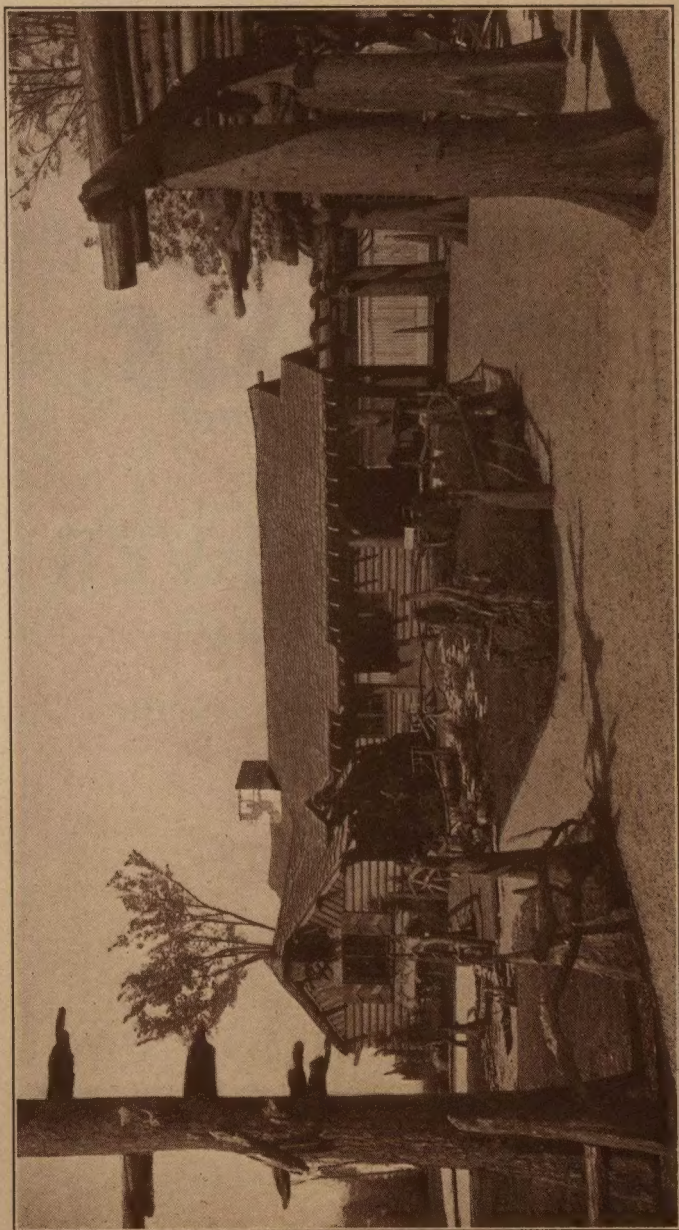


WHY
TIDEWATER RED
CYPRESS
"The Wood Eternal"
IS A
MONEY-SAVER
ON THE FARM
IS CONCISELY TOLD WITHIN

♦ ♦ ♦ ♦

Compliments of
SOUTHERN CYPRESS
MFRS. ASSOCIATION
Jacksonville, Florida

With Cypress you Build but Once



A Vision in Enduring, Rustic Charm. The Cypress Exhibit Cabin at "A Century of Progress" Exposition, Chicago, 1933. Mr. Murray Hetherington, Architect. Descriptive literature on request.

Foreword

NEVER in recent history has good construction, with materials selected with regard for their proper uses, more clearly demonstrated its true worth to the farmer than during the past few years. Throughout this period of tight money such buildings have enabled him to ride through without the necessity of making frequent and expensive repairs or face the alternative, that of rapid and irreparable depreciation.

Those foresighted farmers who used decay resistant Tidewater Red Cypress for all of its proper purposes when erecting their farm buildings, are now facing the future with serenity. Perhaps, some of these buildings may need repainting for appearance sake but they do not have to consider the problem of making extensive replacements because Cypress lasts, and lasts, and lasts, even under conditions which induce decay, whether the wood has been kept painted or not.

Profit by these lessons of the depression—make today's building investment a permanent one by using genuine Tidewater Red Cypress for all of its particular farm purposes as are specifically set forth in the following pages and irrefutably attested by authoritative evidence. Then repair bills will cease to be a drain upon your resources.





**A Tidewater Red Cypress Tree in Its Natural Habitat—the Ancient,
Coastal Swamplands of the South.**

WHY Tidewater Red CYPRESS

Spells E-C-O-N-O-M-Y on the Farm

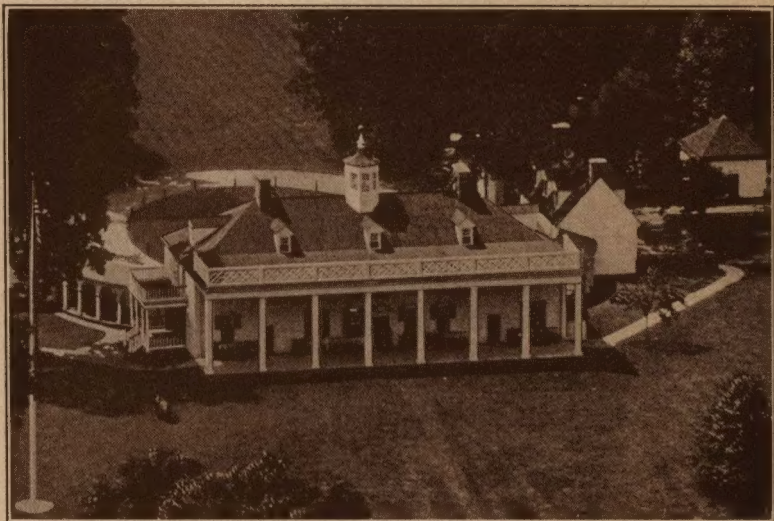
FIGURED on a basis of the number of years a building may be expected to give service, Tidewater Red Cypress is your one best bet for all farm uses where a high degree of resistance to decay and termite attack are the essential requirements. For all such building needs it can be expected, on its proven durability record, to give a century or more of faithful service, **making your first cost your last cost** — true economy lumber.

Regarding the durability of Cypress, no less an authority than the United States Forest Products Laboratory, in Technical Note No. 229 of June, 1929, classes Cypress heartwood as durable even when used under conditions which favor decay. That is an important fact for every farmer to know and to remember as it will avert costly repair bills.

Tidewater Red Cypress, because of its decay-resisting and termite-resisting properties, is commonly referred to as "the wood eternal" and there is an abundance of evidence to prove it to be worthy of this name.

All through the Southland is irrefutable proof of the longevity of good Cypress construction. Numerous mansions and plantation buildings, many erected in pre-revolutionary days, are still in an excellent state of preservation after 150 or more years of

CYPRESS BEST FOR "ALL OUT-OF-DOORS"



Mt. Vernon, the Nation's Shrine, shingled in 1743 with Cypress shingles. After 175 years of service, the original Cypress shingles were removed in 1918 (re-shingled with Cypress, of course) and though weather-beaten the wood in the old shingles was as sound as the day they were laid.

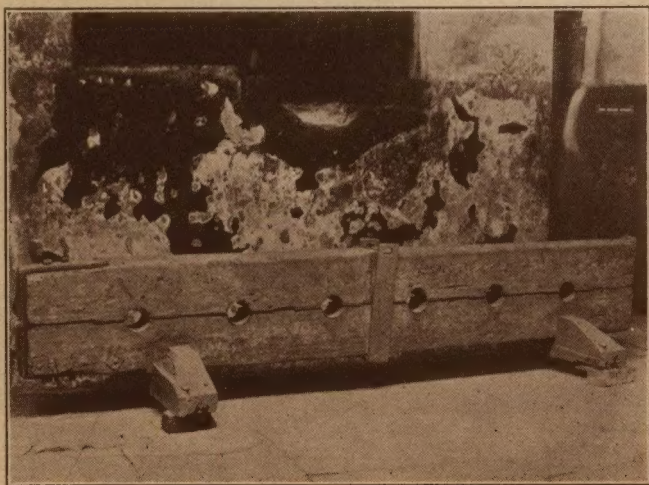
service, and give promise of providing another century or more of shelter and comfort.

Hand-rived Cypress shingles covered the roofs of these old plantation homes and these shingled roofs are still weather-tight after more than 100 years of exposure to the elements. Pause a moment and think what such a roof would be worth to you.

A curious example showing the durability of this wood is in St. Michaels churchyard, Charleston, S. C., where a Cypress headboard from a bed was placed as a grave marker. It is one of several in the South and the inscription shows that it was put on the grave in the year 1770. Thus it has been exposed to the weather, and the posts embedded in the ground, for

more than 160 years and without the slightest sign of decay. A sound piece of Cypress wood was found in Washington, D. C., while excavations were being made for a hotel, which scientists in the United States Geological Survey estimate to be all the way from 25,000 to 100,000 years old. In New Orleans a section of an old watermain, made from a Cypress log laid by the French in 1810 when Louisiana was a French province, was dug up after a century of service in contact with wet earth all that time and without a trace of decay.

When Lawrence Washington built Mt. Vernon in 1743, he shingled it with hand-rived Cypress shingles. After General George Washington inherited it in 1752, and made additions, he too used Cypress



Many a culprit of his day could testify to the worthiness of these Tidewater Red Cypress stocks. After 200 years of exposure to the elements, these old Spanish prison stocks are now exhibited in the Cabildo Museum, New Orleans, La.

CYPRESS STOPS PROPERTY DEPRECIATION

shingles on the roof. In 1918 when these old weather-beaten shingles were removed, and the mansion re-shingled with Cypress, of course, the wood was sound without a sign of decay after 175 years of exposure. This year (1933), the Mt. Vernon Ladies Association ordered two additional carloads of Cypress shingles to replace the original ones on other buildings on the estate. Well can we afford to emulate the judgment of the "Father of His Country" in this as in other matters.

And, we could go on and on, citing example upon example to show the durability of "the wood eternal," if the limitations of this little booklet would permit, but we think the foregoing is sufficient to conclusively demonstrate to you that dollar for dollar Tidewater Red Cypress is the most economical wood you can use on the farm for those purposes where a high degree of resistance to decay is the essential requirement.

Tests made in another Government Bureau, the experiment station maintained by the United States on Barro Colorado Island in the Panama Canal Zone, have demonstrated that all-heart Cypress will also give excellent results in resisting the attack of termites which are so destructive to most woods in the tropics.

Thus it will be seen that against two of the most destructive agencies known to wood, Tidewater Red Cypress has proven its ability to serve faithfully and long. It stops depreciation at the source — a fact worthy of your serious consideration before you buy a stick of lumber for any purpose. But, be sure to insist upon the genuine Tidewater Red Cypress, the true "wood eternal," as other varieties do not have these qualities of durability in the same degree.

"BUILD BUT ONCE"—USE **CYPRESS**



Built in the Early 1800's, this famous old Southern landmark, near New Iberia, Louisiana, is eloquent testimony to the enduring qualities of "the wood eternal."

What Is Tidewater Red Cypress? -- and How to Know It

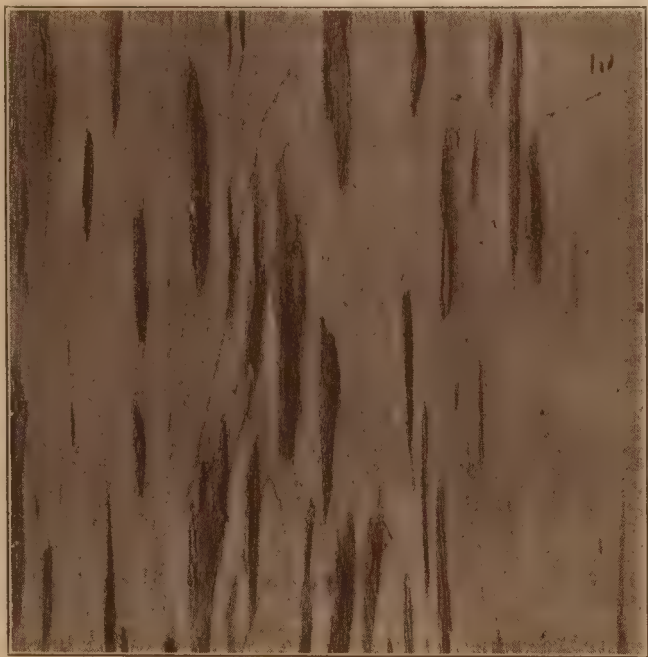
Tidewater Red Cypress is the trade name applied to the Cypress lumber, and Cypress lumber products, cut from trees grown in the ancient and extensive tidal swamps along the South Atlantic and Gulf Coasts and extending inland to within one hundred miles of the coast-line. It is heavier and stronger and has a higher resistance to decay and termites than the lumber produced from the more rapid growing Inland or Upland Cypress, known to the trade as Yellow Cypress, and which originates in the interior regions far from the seaboard.

Tidewater Red Cypress ranges in color from slightly reddish to a deeper red, and from this all the way to almost black. But, of course, the safest and surest way to know that you are getting genuine Tidewater Red Cypress, **farm economy lumber**, is to look for the arrow trade-mark on every board or bundle of this superior material, produced exclusively from the logs of trees grown in the coastal swamplands of the South.



"Pecky" Cypress

This is not a different species but refers to the wood produced from Cypress trees which have become infected by a fungus popularly called pecky. This fungus works only in the living trees and gains entrance through broken branches and tops, leaving pockets in the wood from a quarter of an inch to an inch in diameter and often several inches long. These



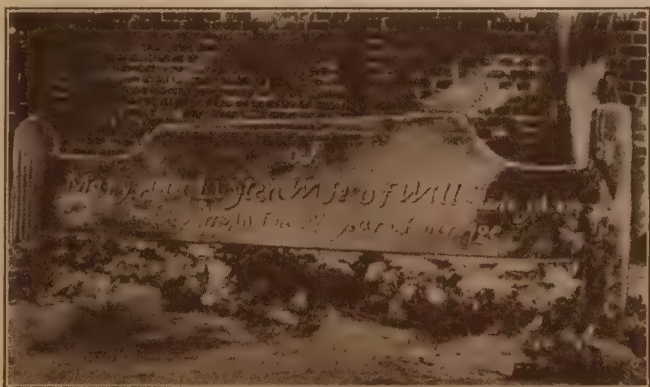
A "Pecky" Cypress board with the "pockets" brushed out roughly. They never become deeper. "Pecky" Cypress, being largely heart-wood, is one of the most durable of all woods.

pockets are partially filled with a brown powder, a deposit from the fungus. The peculiar thing about this fungus is that it quits working as soon as the tree is cut down. Other than to weaken the strength of the lumber, this "peckyness" is not injurious as it acts as a further preservative upon the wood which remains—vaccinates it as it were. It is a popular saying that "‘pecky’ cypress never rots."

"Pecky" Cypress has many industrial and structural uses. It is coming prominently into favor with architects and builders to achieve rustic effects and for interior use to secure antique effects in woodwork. On the farm "Pecky" has long been a favorite for foundation timbers in contact with the soil, for fence posts and fence rails, barn and shed lumber and in all of which uses it gives long and economical service. In greenhouses, it is the preferred wood for walks and benches, boxes and partitions; also, for cold frames, etc. It is extensively employed in the construction of the large commercial mushroom houses and for which purpose no other lumber will give equal service.

Where Cypress Will Serve You Best

It has frequently been said that "Where Tidewater Red Cypress Is Best, There Is No Substitute" and this axiom applies with particular emphasis to its specific uses on the farm. In no other industry is wood called upon to resist so many decay inducive elements than in its employment by the Nation's great and varied agricultural pursuits. In the following pages we will briefly outline the principal uses where you can rely upon "the wood eternal" to serve you well and save you money year after year from the repairs you don't have to make.



Placed on this grave, St. Michaels Cemetery, Charleston, S. C., in 1770, this Cypress marker has been exposed to the weather, and the posts embedded in the ground, for over 160 years without the slightest indication of decay. Does Cypress last?

For Lifetime Barns

If you want a good barn, one that will protect your live stock and crops throughout your lifetime, and one that will not cost several times its original cost for upkeep, the following suggestions will meet with your favor:

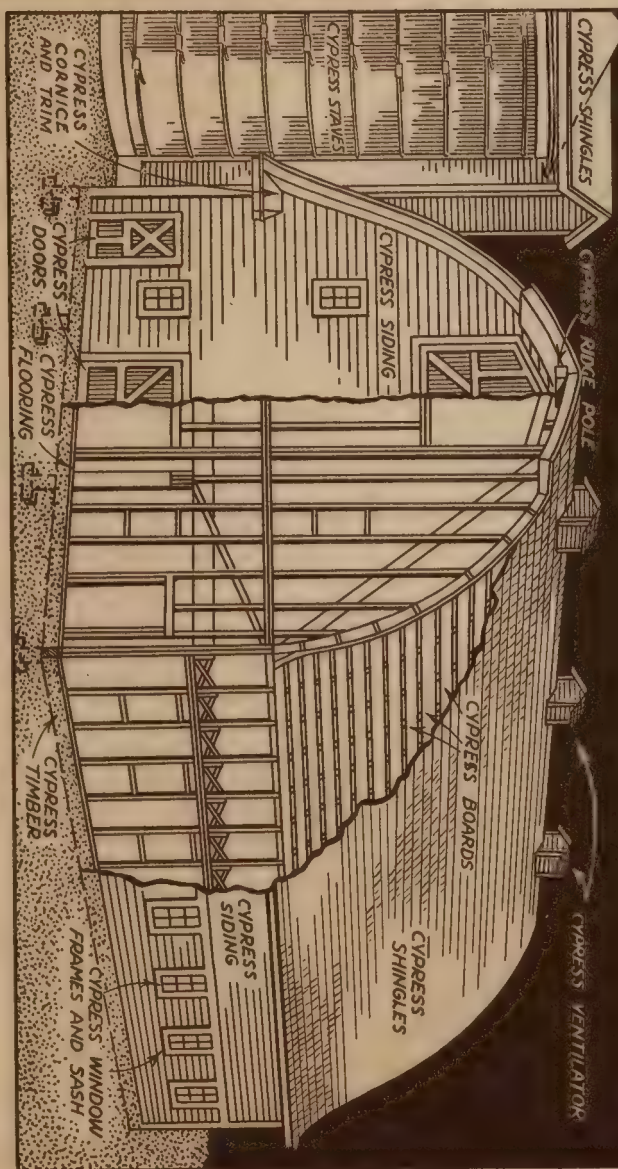
Foundation Timbers and Sills—The proven durability of Tidewater Red Cypress in contact with earth and wherever moisture is present, should make it the only wood to be considered for this vital structural purpose, as no barn can be any better than the foundation timbers that support it. No other wood possesses the combination of the qualities of durability and strength in the same degree as does Tidewater Red Cypress. Nothing but structural heart grades should be specified. ("Pecky" Cypress would serve equally well if the barn is not of too heavy construction, as it is largely heartwood.)

Floor Stringers and Planking — These too should always be of "the wood eternal" in structural heart grades for the reasons just above stated.

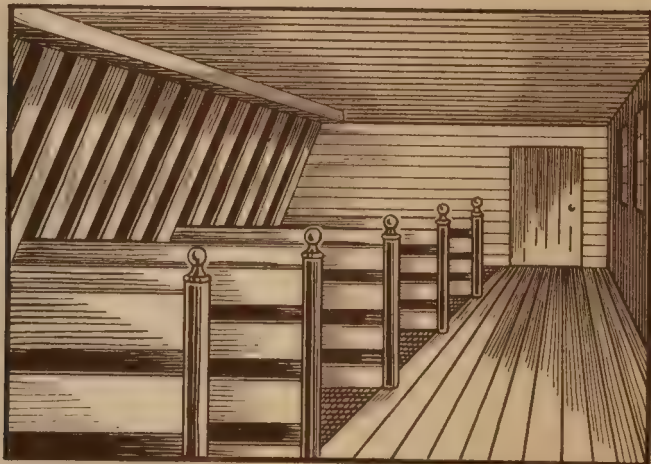
Stalls, Stanchions, Stable Floors, Mangers and Feed Boxes — are other important uses in which Tidewater Red Cypress will save you money year in and year out.

Exterior Trim, Siding, Shingles, Rafters, Roof Boards, Door and Window Frames and Sash — are other uses for which this decay-resistant wood is especially adapted and will render yeoman service.

INVEST DON'T SPECULATE USE **CYPRESS**



Thinking of building? Then give this diagram the once-over. A minute of study now will mean years of saving on repair bills.



Cypress heartwood is durable even when used under conditions which favor decay—so states Note 229 issued by the U. S. Forest Products Laboratory. It's a "natural" for stable lumber, hog and poultry houses.

Basement Barns

Basement Barns—This type of barn is not much built nowadays with heavy masonry walls up to the first floor as was the practice of a generation ago. Today a wall of stone or concrete is laid only from the bottom of the trenches to the floor of the basement; above this the basement is framed. All of the posts, piers and other parts of the framing which come in contact with the masonry foundation should be of all heart Tidewater Red Cypress grades because of the moisture prevalent at these points of juncture. All stringers upon which the basement floor rests, as well as the floor planking, should also be of all-heart grades of "the wood eternal," in fact, must be if the barn so built is to be a permanent improvement. The

floor stringers can be of "Pecky" Cypress set in clay, if you do not wish to frame the basement floor support.

Built after the manner above suggested, you will have a barn that will remain staunch and true throughout your lifetime and later serve your great-grandson equally well.

In those areas where excessive moisture, or termites, are prevalent, play safe — build your barn and



"Wears Out Before It Rots." This piece of Cypress Siding, removed from St. Charles Church, Grand Coteau, La., after 91 years of service without painting, was worn thin by erosion but without any sign of decay being evident.

other structures of Tidewater Red Cypress throughout, using the most economical grades for each respective use. Then your investment will appreciate in value as time goes on.

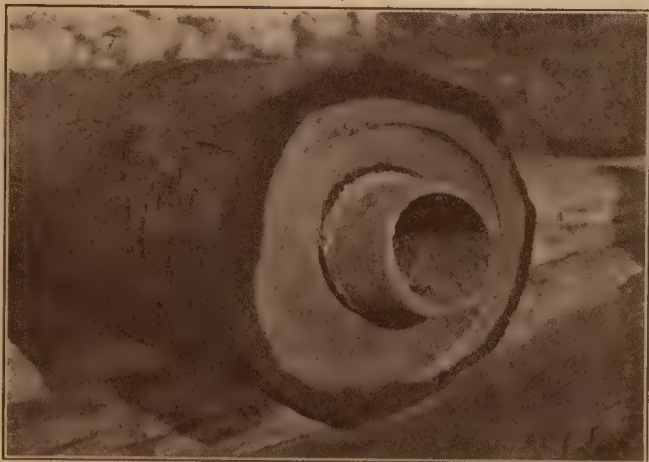
Cypress Dairy Houses

In the construction and equipment of dairy houses, Tidewater Red Cypress should be specified throughout (all heart grades, of course) not only because of the enduring qualities of "the wood eternal" but also because the wood is chemically inert and will impart no color, odor or taste to the milk, cream and butter fats.

On account of this last mentioned quality, as well as stability, Cypress is extensively employed for vats in large creameries, made into butter churns and tubs, and is used by large food manufacturers for storage tanks for food products in both solid and liquid forms. Yes, they use Cypress for brewery tanks and vats, too. You would find a Cypress barrel mighty handy to have around for salting down your winter meat, etc.

Hog and Poultry Houses

Can you conceive a more trying test for the durability of wood than under the conditions imposed by these structures—exposure to the elements without and to moisture and acidity within? Yet, as has been shown, to successfully resist just such decay influences, Tidewater Red Cypress is a "natural"—in warm or cold climates. Specify all-heart grades within and without—no other wood will render equal service.



This section of a Cypress watermain, laid in New Orleans by the French in 1810, was dug up after more than a century of continuous contact with wet earth, the wood being as sound as ever.

As the wood is also repellant to insect life, the use of Cypress for these buildings will assist you in keeping down lice, etc.—another point worth considering.

If these buildings are set up on posts, they too should be of “the wood eternal” (“Pecky” if you like) to insure against the necessity of replacing them every few years. For portable colony and brooder houses, Tidewater Red Cypress will serve you for as long a time as you will be interested in hogs or poultry.

Corn Cribs and Sheds

Exposed to the elements within and without the year around make all heart grades of “the wood eternal” your only answer for these structures if you wish them to be of an enduring character. “Pecky” Cypress, being largely heartwood, would

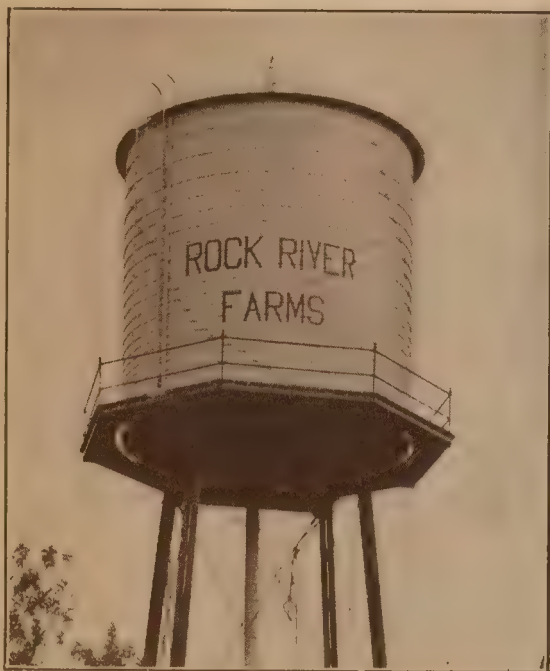
prove to be very practical for these purposes as it is economical in first cost — and no cost required for replacements thereafter.

Insist Upon a Cypress Silo -- You Will Need No Other

The requirements for this important purpose bring to the front other properties which we have not touched upon so far in this discourse on "the wood eternal." It has been shown conclusively that for all conditions requiring exceptional durability in wood that Tidewater Red Cypress is pre-eminent. Mention has also been made of the fact that it imparts no color, odor or taste to foods and liquids stored in tanks and vessels made of it. All of these are equally important in a wood employed for silo construction but the wood must also possess exceptional stability for, with the silo filled part of the time and empty at others, it is subjected alternately to swelling and shrinking. This means that unless a wood of unusual stability is employed, the silo is likely to leak when first filled or blow down when empty. Tests have shown Tidewater Red Cypress to be a wood of exceptional stability—one that will swell or shrink imperceptibly after it is thoroughly dried, or seasoned.

Its high insulation value also especially adapts it for the construction of silos; an important feature necessary to maintain an even temperature for the proper fermentation of the silage. Brick, hollow tile, concrete, stone and metal have all proved unsuitable for silos on account of their conductivity of heat and cold causing the silage to rot where it comes in con-

"BUILD BUT ONCE—USE **CYPRESS**"



For water tanks and silos to last a century or more, use tank grades of "the wood eternal."

tact with the walls of silos constructed of these materials. Wood alone has proven satisfactory for silos and Tidewater Red Cypress possesses all the qualities in combination to make it the wood for silo construction—decay resistant to a greater degree than any other suitable wood, chemically inert, virtually immune to shrinking and swelling insuring a high rate of stability, high insulation value. You can forestall, or end, silo troubles by specifying "tank grade" Tidewater Red Cypress, and no other, when ordering a new silo.



Did this Texas rancher get his money's worth? These old Cypress tanks have been in continuous service for over 110 years and still on the job upon last reports.

Cypress Water Tanks Stock Tanks, Well-Curbing, Etc.

All of the properties which so eminently fit Tidewater Red Cypress for silos, apply with equal force in reference to its employment for water tanks, stock tanks, etc. As an example of longevity in this particular use, note the illustration of the two large tanks on a Texas ranch (above), which have been in continuous use for over 115 years and still going strong. It proves that an investment in Tidewater Red Cypress for such uses is as sound as the investment in the farm itself.

Just Fences, Etc.

In no other use can Tidewater Red Cypress save you more money in the aggregate than in its employ-

ment as a general farm utility lumber for all such purposes as fence posts. Here its virtual immunity to decay, when embedded in the ground (recall that picture of the posts of the Cypress grave marker on page 13, embedded in the ground without an indication of decay for 160 years), is almost proof positive that, if you use "the wood eternal" for this humble but money-saving purpose, your fencing troubles are over. Below is an interesting illustra-

Famous "Ingrown Fence" near Monroe, La. After 100 years, or thereabouts, of service, these old weather-beaten Cypress fence rails, their ends firmly embedded in the tree trunks, when struck with a hammer ring as true as the day they were hewn and put in place.



tion of "an ingrown fence," located near Monroe, Louisiana. It was constructed by forcing hand split Cypress rails between growing saplings so long ago that no one can remember by whom or when the fence was built. However, the saplings are now full grown trees with the ends of the Cypress rails firmly embedded in their trunks. These trees are probably a hundred or more years old and while the Cypress

CYPRESS STOPS PROPERTY DEPRECIATION



Erected in 1700, this old Cypress house, on the Middleburg Plantation in the Carolinas, is entirely composed of the original lumber with the exception of a few new Cypress shingles on the roof.

rails are weathered and eroded by the elements, when struck a blow with a hammer they ring as sound and true as the day they were first hewn. Did this genius who made this fence get value received? You can not do better than profit by his example — use “the wood eternal” for fencing, posts in particular, and get out of the job of having to repair your fences each spring and fall.

There are many other miscellaneous uses for which Tidewater Red Cypress will prove its value as an economy lumber for utility uses on your farm, figured over the years. For planking and bridge supports over the pasture brook, for culverts in drainage ditches, cesspool planking, in the construction of manure wells, etc., this most durable of lumber will render years and years of service and save you both time and money by eliminating those annoying and expensive (but, really unnecessary) replacements.

Tidewater Red Cypress *for the* *Farm Home, too*

While this booklet is intended primarily to inform you as to the worth of Tidewater Red Cypress as an economical farm utility lumber, it would be incomplete without at least a brief mention of the uses for which "the wood eternal" is so valuable a material for home construction—it assures permanence with all the warmth and advantages that wood alone can give.

As has been shown elsewhere in this booklet, for exterior trim, siding, shingles, porch columns, porch flooring and supports, window frames and sash, exterior doors and foundation timbers, Tidewater Red Cypress has conclusively demonstrated its superiority over competitive materials—exemplified by the



This Modern Farm Estate, Westchester County, New York, has been designed for permanence, Tidewater Red Cypress having been employed for all exterior woodwork. Mr. Arthur Remick, Architect.



The Burnside Mansion in Louisiana, now owned by the Standard Oil Company, erected in 1835, is another of the many fine examples of durable Tidewater Red Cypress construction which cover the Southland.

many old Southern mansions, erected in pre-revolutionary days and which today are still comfortable, attractive homes.

Owing to its beautifully figured grain, Tidewater Red Cypress is extensively used for interior trim, doors and wall paneling. It is susceptible to a number of attractive treatments, several being exclusive to this wood alone, notably the famous "Sugi" or Japanese driftwood effect. Excellent results are obtained in lime burned wood and in sandblasted designs for both wall and door panels. Knotty Cypress panels are utilized to simulate Early American walls. An inexpensive method in wall paneling, with fine results, can be achieved by the use of one by ten-inch Cypress boards. Where antique effects are desired, "Pecky" Cypress, selected for "peckyness," can be artistically utilized. Cypress takes and

holds all finishes well but the most desirable results are secured from natural finishes. Cypress for interiors is an insurance policy of stability.

And, for pergolas, arbors, trellises, garden fences, lawn and porch furniture, "the wood eternal" is without a peer.

If you would have a little greenhouse — or a large one for commercial purposes — the best construction calls for Tidewater Red Cypress for all woodwork, inside and out — framework, sash, siding, partitions and benches (the latter of selected grades of "Pecky"). No other wood can so successfully resist the decay inducing conditions resulting from moisture within and the elements without. Flower boxes, cold frames for starting early spring vegetables, etc., are other places where Cypress will give long and satisfactory service.



In this beautiful California residence, excellent use has been made of "Pecky" and natural grain Cypress for interior woodwork and wall paneling.

Cypress Takes and Holds Paints Well

Extensive experiments by government agencies and by independent paint experts, have shown conclusively that Cypress lends itself excellently to painting with the types of linseed oil paints commonly used on the farm and for painting of houses. The paint should be applied to Tidewater Red Cypress in exactly the same way that it is ordinarily applied to other soft woods. No special kinds of paint, no unusual proportioning of paint ingredients, no special paint thinners, and no departures from approved paint practices are required.

In the ten-year tests conducted by the United States Forest Products Laboratory to ascertain the relative paintability of various woods, Tidewater Red Cypress proved to be one of the best in its ability to take and hold paint. But, to secure desired results it is absolutely essential, and we cannot emphasize it too strongly, that the first or priming coat must be thoroughly dry before the following coat, or coats, is applied. Follow this simple procedure, use good paint and you will always have a satisfactory durable paint job on Tidewater Red Cypress.

In those localities where the climate is exceedingly dry for at least a part of the year, straight white lead paint is more durable than mixtures of white lead and zinc oxide.

In humid southern climates, such as the South Atlantic and Gulf Coasts, mixtures of zinc oxide and white lead will outlast straight white lead paint.

In the moderate climates, like New England and the Middle Atlantic States, all paints are more dur-

able and there is little difference in the time that straight white lead paint and mixtures of white lead and zinc oxide will last, provided that the amount of zinc oxide is not more than half that of the white lead by weight.

Generally, the most durable paints are dark in color. Pure iron oxide red paint and black paint made with one of the carbon blacks are the most durable of all. The yellow, red and brown paints made with natural earth pigments in which the color is chiefly due to iron oxide, or paints made with artificial iron pigments are very durable, as are also paints made with chrome yellow, chrome green and Prussian blue. Even the best white paints are much less lasting than are these deeply colored paints. Paints of light color made by tinting white paint with deeply colored pigments are intermediate in durability.

The liquid in a good house paint is at least four-fifths pure linseed oil. It contains at most only a trace of water and no varnish, except that black, dark blue or green paint may contain some good varnish. In paint as in lumber, the price paid may be indicative of the service which will be rendered. Good construction, durable paint, and skillful craftsmanship in application are the most economical in the long run.

Physical Properties of Cypress Summarized

As has been so positively demonstrated by centuries of resistance to the destructive influences of decay and termite attack, as well as by exhaustive Government laboratory tests, the outstanding quality of Tidewater Red Cypress is its unsurpassed record for durability. In this respect, Nature has done for Cypress—grown a natural preservative into its innermost cell—what man endeavors to accomplish when he injects creosote, or other chemicals, into the surface area of other woods.

In weight, when commercially dry, Tidewater Red Cypress ranks between the light and heavy pines. It possesses satisfactory structural strength, is easy to work, shrinks or swells but little and does not split easily when properly dried; and has excellent nail-holding and gluing properties.

Moderate hardness and a very attractive figure, plus stability as above shown, are qualities which adapt "the wood eternal" for interior woodwork and paneling.

Cypress, being a chemically inert wood, gives off no color, odor or taste, and is particularly resistant to the action of the commonly used acids and alkalies, and to fats, which makes it so valuable around dairies and for the construction of silos, tanks and vats on the farm and for similar uses industrially. It likewise ranks high in insulation values.

No other wood has all of these desirable qualities

THE WOOD THAT LASTS CYPRESS

in combination in the same degree. For whatever purpose you may need lumber around the farm, remember that you will never go wrong if you place your reliance on "the wood eternal" for all its special uses. Its great endurance even under the most adverse conditions to which lumber can be subjected will pay you handsome dividends year after year in the savings on repairs you do not have to make.

But, you must be sure that you get genuine Tidewater Red Cypress. Ask for it by name and insist, if necessary, on seeing the Cypress Arrow trade-mark on every board or bundle. Should your lumber dealer be unable to supply you, write us and we will tell you where you can get it.

SOUTHERN CYPRESS MANUFACTURERS' ASSOCIATION

Barnett National Bank Building
Jacksonville, Florida

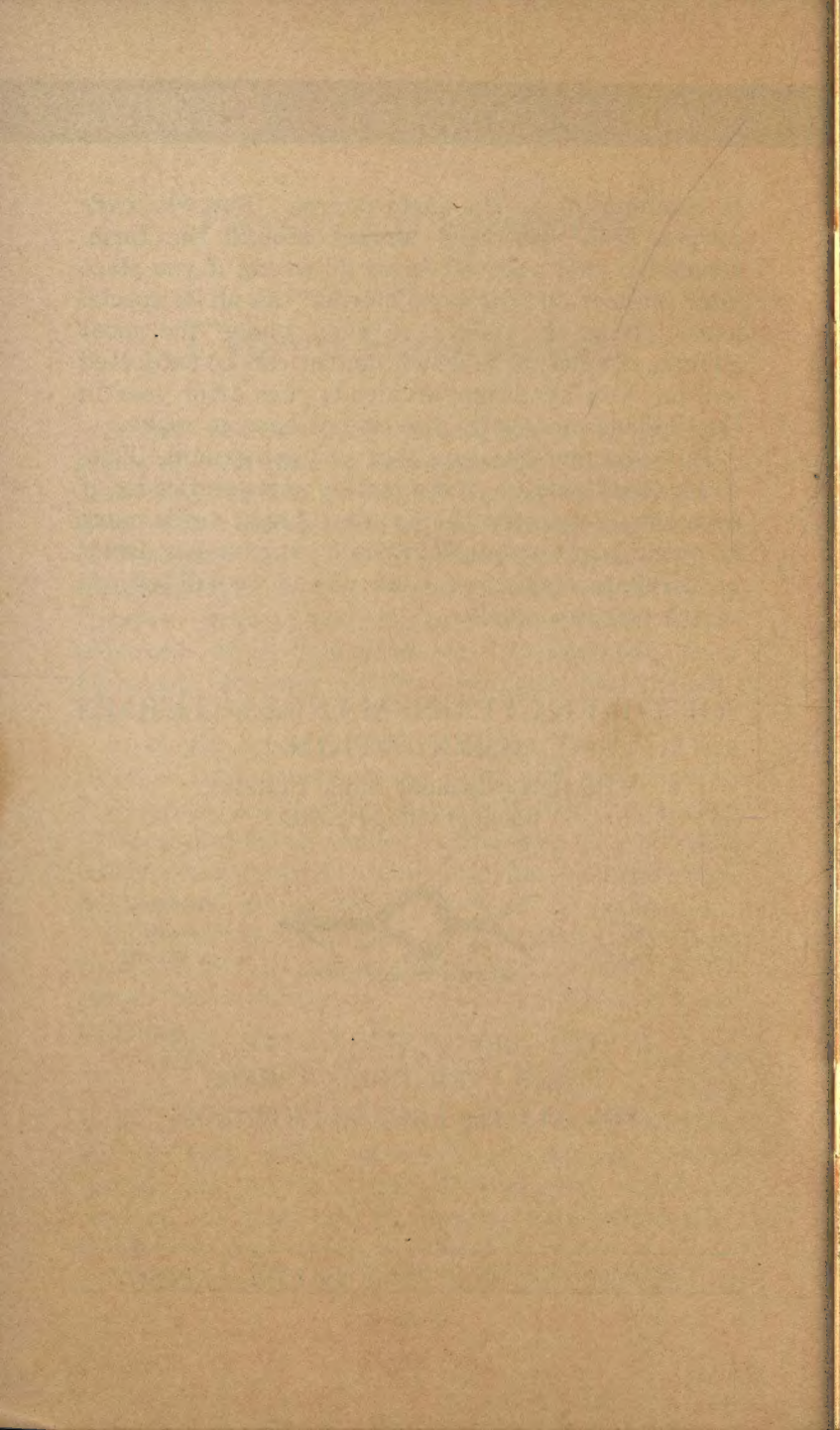
*Look for
this
Arrow*

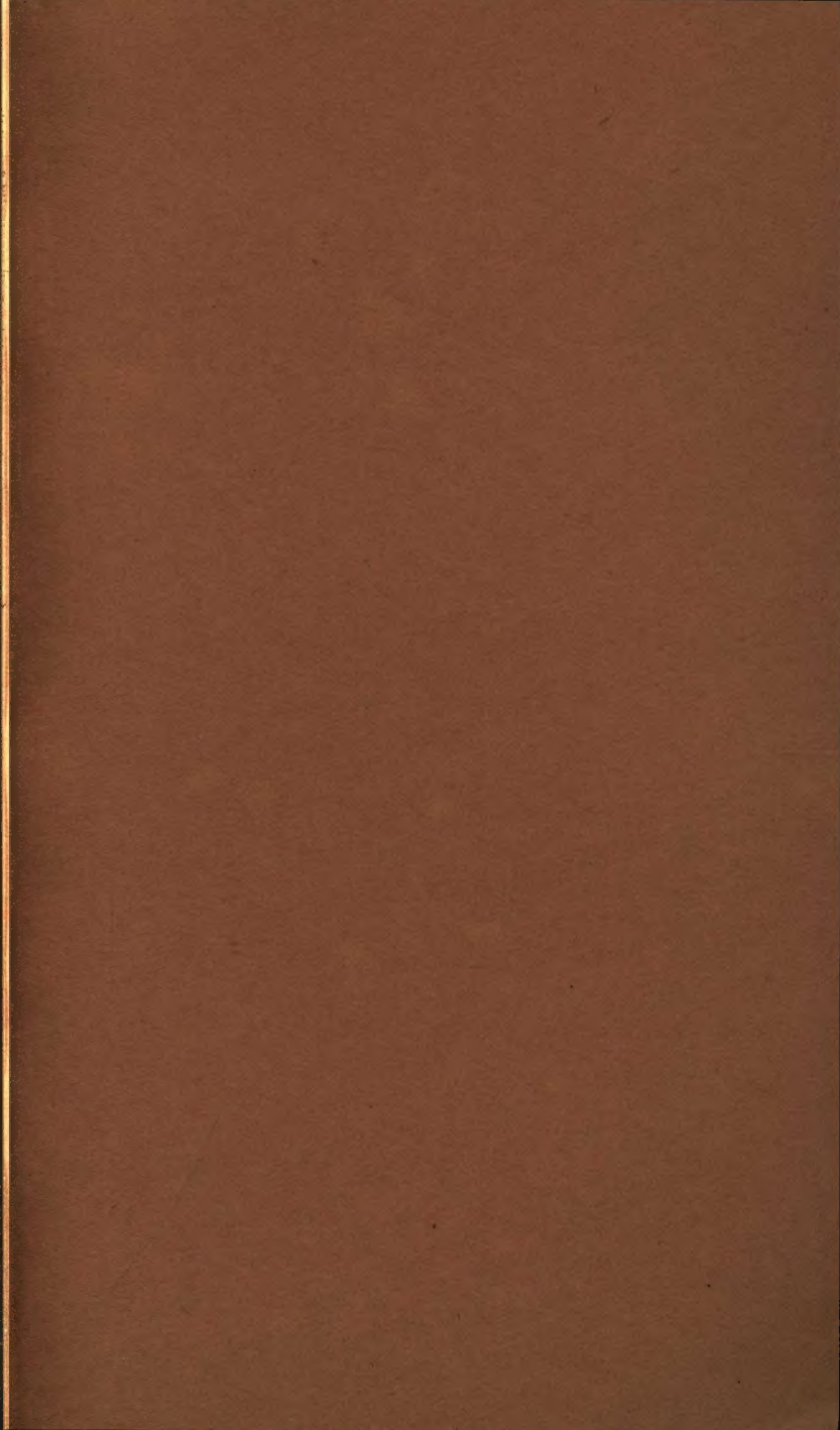


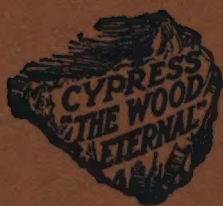
*On Every
Board
or Bundle*

**INVEST—DON'T SPECULATE, USE
TIDEWATER RED CYPRESS
FOR ALL ITS PROPER PURPOSES**

Where CYPRESS is Best, There's No Substitute







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